**What Makes a Successful**

**Annual Diocesan Appeal (ADA)?**

As we approach this year’s **Annual Diocesan Appeal,** we extend heartfelt gratitude to pastors, parish staff, lay leaders, and all who dedicate their time and energy to this important effort. Because of your leadership and generosity, last year’s appeal **exceeded its goal**—thank you!

The following best practices will help parishes foster a successful campaign:

**1. Begin with Prayer**

Prayer is the foundation of every successful appeal. Prayers of thanksgiving and reflection invite us to recognize why our support matters and help us remain centered in Christ as we ask others to join in generosity.

**2. Be Prepared**

* Review the toolkit resources—print, digital, and online.
* Understand how the ADA directly benefits your parish and the wider Diocese.
* Be ready to answer questions and share materials often and confidently.

**3. Lead by Example**

* Designate a parish coordinator to assist the pastor and staff.
* Encourage parish leaders to make their pledge early and invite others to do the same.
* Share personal testimonies about the ADA at Masses, parish meetings, and community gatherings.
* Remember: success is not measured by the size of the gift, but by the spirit of generosity.

**4. Create a Supportive Environment**

* Display posters and ADA visuals prominently.
* Make pledge envelopes and QR codes easily accessible in pews and gathering spaces.
* Use the in-pew/QR code process to reach not only registered parishioners but also Mass attendees who may not have responded by mail.
* Promote positivity—celebrate milestones, encourage participation, and highlight the parish’s collective impact.

**5. Communicate Clearly and Often**

* Share your parish goal and progress regularly.
* Use bulletin announcements, pulpit reminders, parish social media, videos, and graphics to keep the appeal visible.
* Highlight success stories and emphasize the ministries supported by the ADA.

**Together, these practices ensure not only a successful campaign but also a stronger, more connected Church.** Please know the diocesan Stewardship Office is here to support you every step of the way. Do not hesitate to call or email with questions or for additional resources.